

ZONING DIVISION STAFF REPORT - ADDENDUM

May 26, 2021



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 640 West Washington Avenue
Project Name: Madison Train Depot
Legistar File ID # [65456](#)
Prepared By: Matt Tucker, Zoning Administrator

After the publication of the staff report, staff was contacted by the applicant and their sign contractor, to discuss issues relative to the proposed projecting sign for the Harvey House restaurant. It came as a surprise to the applicant and sign contractor that the sign was not reviewed as an existing, approved or a valid sign, as part of this CDR, but rather as a new sign requiring CDR exceptions to be granted. Additional explanation of the situation from the sign contractor, on behalf of the applicant, is included in the Legistar link above.

This situation appears to have been a misunderstanding about the status of the Harvey House projecting sign. The sign contractor believed this sign was valid in the eyes of the City, and a new permit could be applied for and issued at any time.

A permit for the "Harvey House" projecting sign was issued on April 6 2020. This permit was issued with the condition the existing ground sign be removed, which would allow up to a 32 sq. ft. project sign to be permissible. The sign was manufactured, but installation was not completed within the six-month window for sign permits due to the restaurant opening being delayed during the COVID-19 pandemic. The approved sign permit subsequently has expired.

The CDR applicant for this project is the Harvey House restaurant operator, Kaitlin Fisher. The submitted CDR request includes a new ground sign on an ornamental fence. When a zoning lot contains both a ground sign and a projection sign, only one of the signs may exceed 12 sq. ft. in area. In this case, a narrative in support of the ground sign had been provided, but no narrative relative to the projecting sign was provided. The application does include schematic drawings of the projecting sign, a photo rendering of the sign on the Harvey House restaurant building. The originally submitted CDR did not include any information supporting the approval for the Harvey House projecting sign because the applicant apparently believed the sign was a legal existing sign, which it is not. Staff prepared a staff report with staff recommendations for this sign relative to the criteria for CDR approval, including a recommended reduction in size and orientation, because staff believed the sign did not exist.

With the subsequent information provided by the applicant and their sign contractor, staff believes the CDR criteria have been met for the projecting sign, recommends no changes to the request as submitted, and the UDC approve the CDR with the inclusion of the projecting sign for Harvey House restaurant.